

# Is the APTD Certification Right For Me?

November 17, 2017

# Fostering Growth



- **Early career Talent Development (TD) professionals** want to formalize and recognize their role with a certification.
- A growing number of professionals are “**accidental trainers**” who want to deepen their skills.
- In the Spring 2016 ATD Skills Survey, the biggest gap between skills needed and skills possessed was in **Learning Technologies**.
- Having a **Global Mindset** combines an openness to different cultures and enables TD professionals to see common patterns and appreciate differences.

# APTD Competencies & Weightings

## Exam Weightings

Instructional Design 37%  
 Training Delivery 37%  
 Learning Technologies 26%

Some questions on  
 Evaluating Learning Impact &  
 Global Mindset will be included  
 on the exam.



© 2014 by Association for Talent Development (ATD, formerly known as ASTD). All Rights Reserved. For use by permission only.

◆ Primary AOE      ◆ Secondary AOE

# Eligibility Requirements for the APTD

## Option 1

3 years of experience in TD or other related discipline

## Option 2

2 years of experience in TD or other related disciplines and successful completion of 1 ATD Masters program (Master Instructional Designer or Master Trainer)

**50% Rule is in effect for both options**



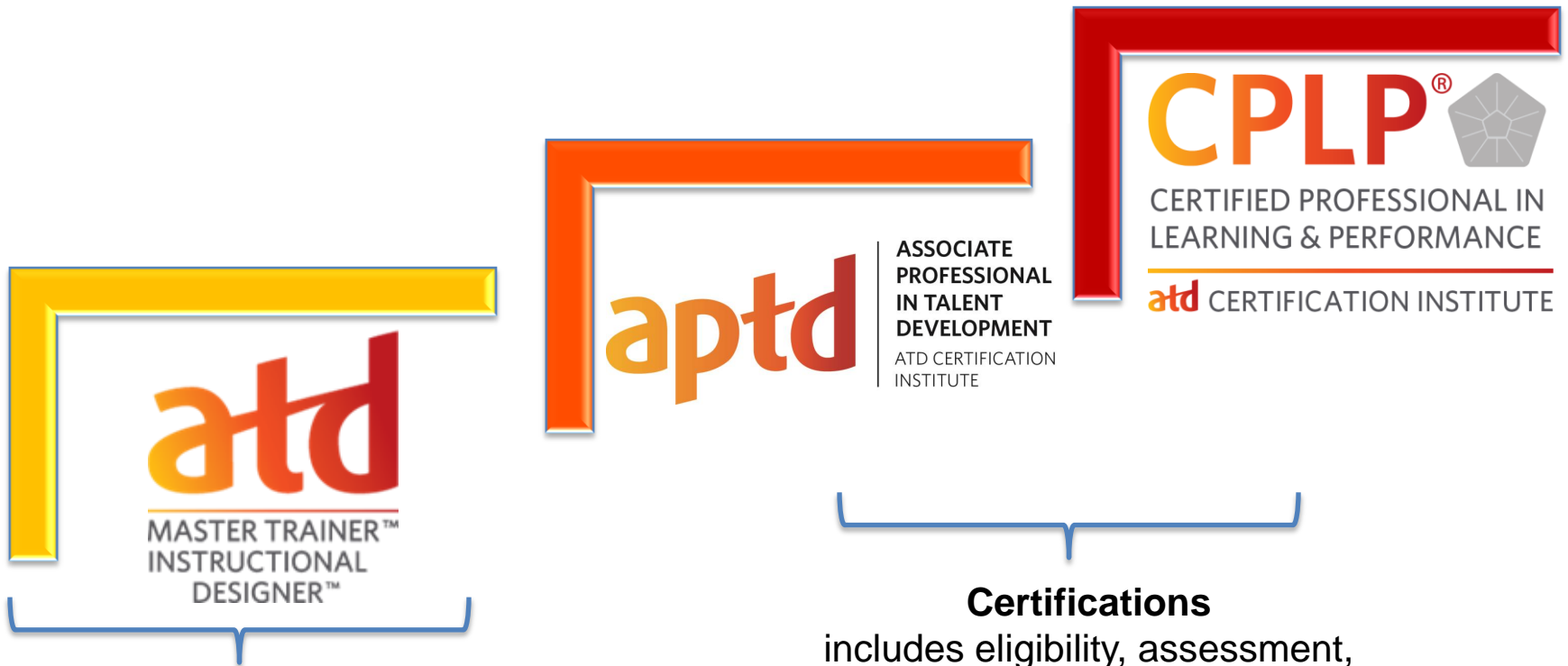
# Differences between a Certificate and a Certification

	Certificate	Certification
Eligibility	Usually no eligibility requirements	Industry standards mandate some kind of eligibility requirements
How Achieved	Sometimes awarded at the end of a specific class or course to recognize completion	Awarded after passing an assessment to recognize competence
Recertification	Usually no upkeep needed; once you earn a certificate, you're done	Continuing professional development is required to maintain the certification
Examples	ATD Masters & Certificate Programs; university-awarded certificates	APTD, CPLP, PMP, SPHR

# ATD Certificates & Assessment-Based Certificates



# Stacking ATD's Offerings



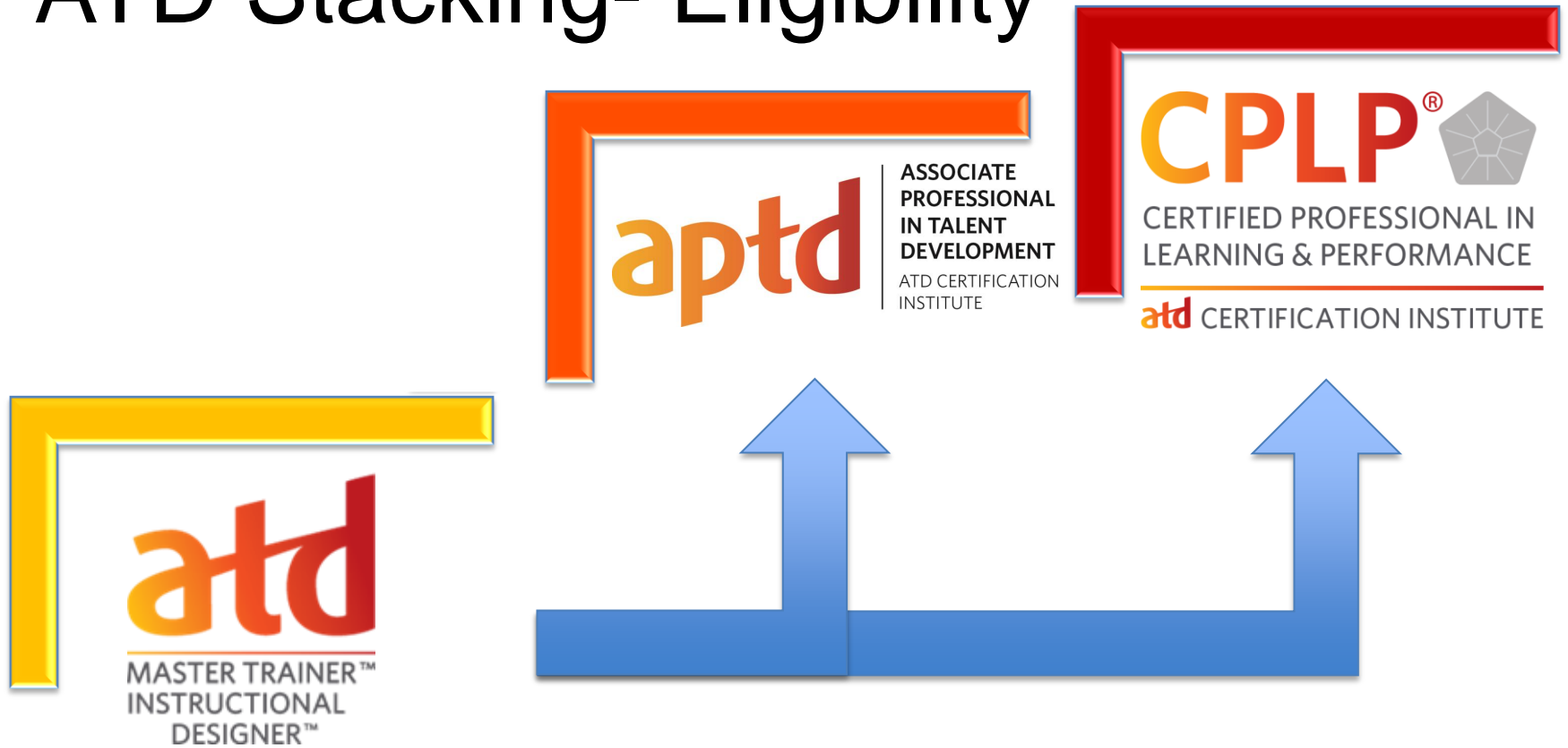
## Assessment-Based Certificates

includes coursework, projects, and assessments. At completion, a certificate is awarded.

## Certifications

includes eligibility, assessment, and recertification. At completion, a certification is awarded.

# ATD Stacking- Eligibility



Apply the ATD Master Trainer OR the ATD Master Instructional Designer certificate to the APTD or CPLP for a year's worth of eligibility.





# Test-Out Options for APTD

**test-out** (verb): to prove competency in an area in order to be exempt from qualifying sections of an exam



Candidates successfully completing an ATD Master Instructional Designer OR an ATD Master Trainer certificate may test out of that section of the APTD Exam.



As an  
example...

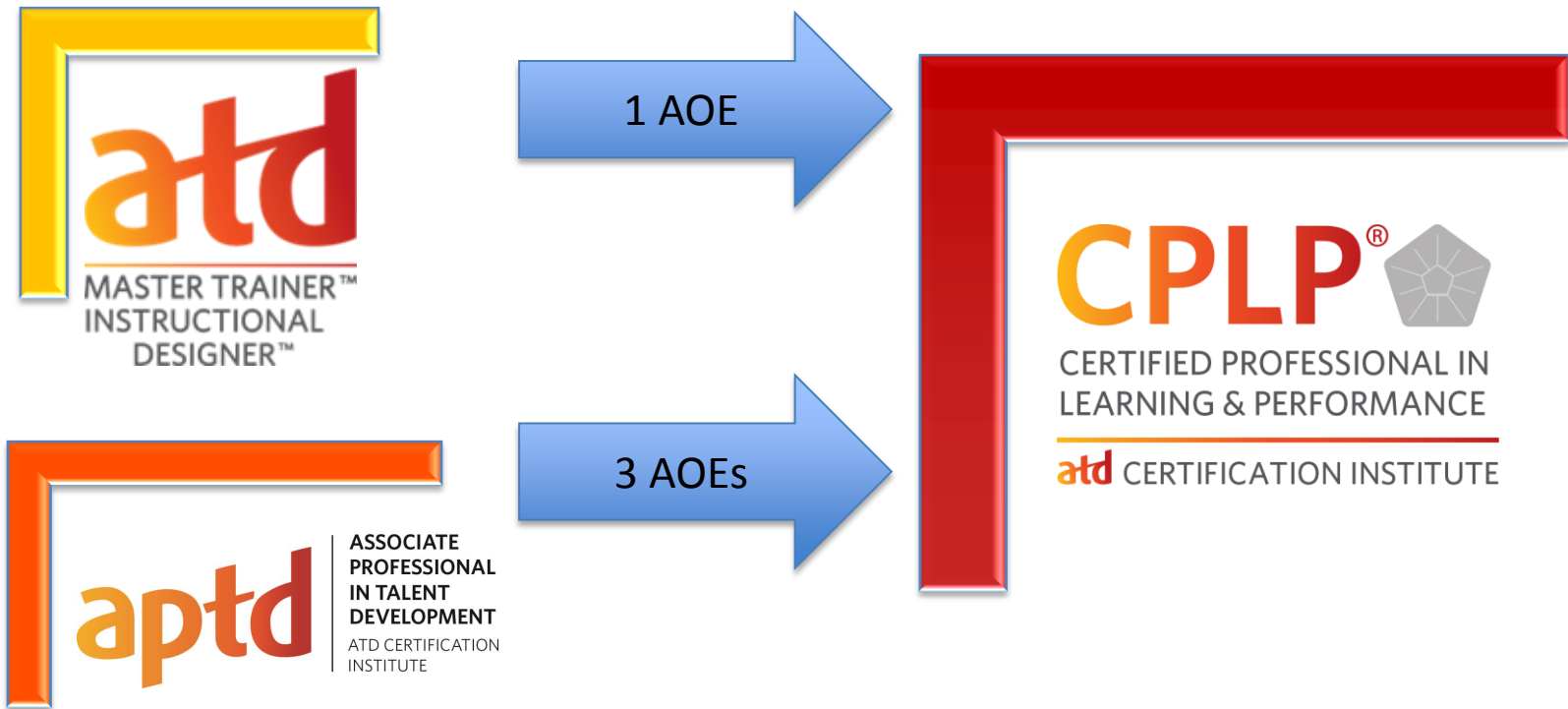
With a current ATD Master Trainer Certificate, an APTD Candidate can take the APTD exam and be tested only on

- Instructional Design
- Learning Technologies

Some questions on Evaluating Learning Impact and Global Mindset will be included on the exam.

# ATD Stacking Test-Out CPLP Knowledge Exam

*Coming 2018*



Apply the ATD Master Program or the APTD to  
Test-Out of qualifying sections of CPLP Knowledge Exam.



# Career Development Stack

Association for  
Talent Development



## ACHIEVEMENTS: Proven Knowledge, Application, or Experience

### CPLP

#### *Certified Professional in Learning and Performance*

Our highest certification, granted for successful completion of two exams. Knowledge Exam validates broad mastery in 10 areas of expertise. Requires 80+ hours of preparation. Skills Application Exam validates deep mastery of one area. Requires 40+ hours of preparation.

### APTD

#### *Associate Professional in Talent Development*

Our newest certification, granted for successful completion of one exam. Knowledge Exam validates deep mastery of three areas of expertise. Requires 50+ hours of preparation.

### MASTER SERIES

Assessment-based certificate programs taught by expert facilitators, focused on the mastery of a single area of expertise. Includes one final project.

### CERTIFICATES

Classroom-based, online, or on-site workshops focused on building a comprehensive group of skills or concepts.

## ONGOING EDUCATION: Launch or Enhance Career Development

### ATD SELF-PACED

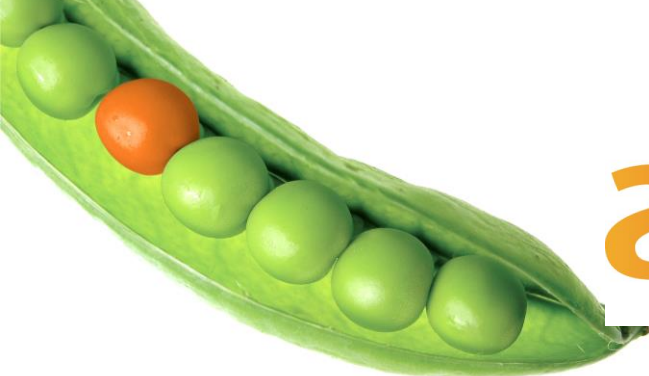
Online, interactive courses available anytime, covering a wide range of topics.

### ATD ESSENTIALS

Instructor-led, interactive, application-based online courses focused on a single niche topic.

### ATD WEBCASTS

Webcasts presented by industry leaders, authors, and content experts.




**aptd**

**ASSOCIATE  
PROFESSIONAL  
IN TALENT  
DEVELOPMENT**  
ATD CERTIFICATION  
INSTITUTE

**CPLP**®   
CERTIFIED PROFESSIONAL IN  
LEARNING & PERFORMANCE  
**atd** CERTIFICATION INSTITUTE

<b>Eligibility</b>	Minimum 3 years	Minimum 5 years
<b>AOEs Covered</b>	3 primary AOEs - ID, TD, LT (Also ELI and Global Mindset)	All 10 AOEs + 1 Foundational Competency
<b>Type of Exam</b>	Primarily Knowledge	Knowledge & Skills
<b>Certification Process</b>	1 Knowledge Exam	1 Knowledge Exam + 1 Skills Application Exam
<b>Recertification</b>	Every 3 years / 40 credits	Every 3 years / 60 credits
<b>Test-Out Option</b>	May use qualifying ATD Masters to test-out of 1 area	<b>COMING LATER IN 2018</b> May use qualifying ATD Masters to test-out of 1 area OR APTD to test out of 3 areas on Knowledge Exam

# APTD Global Appeal

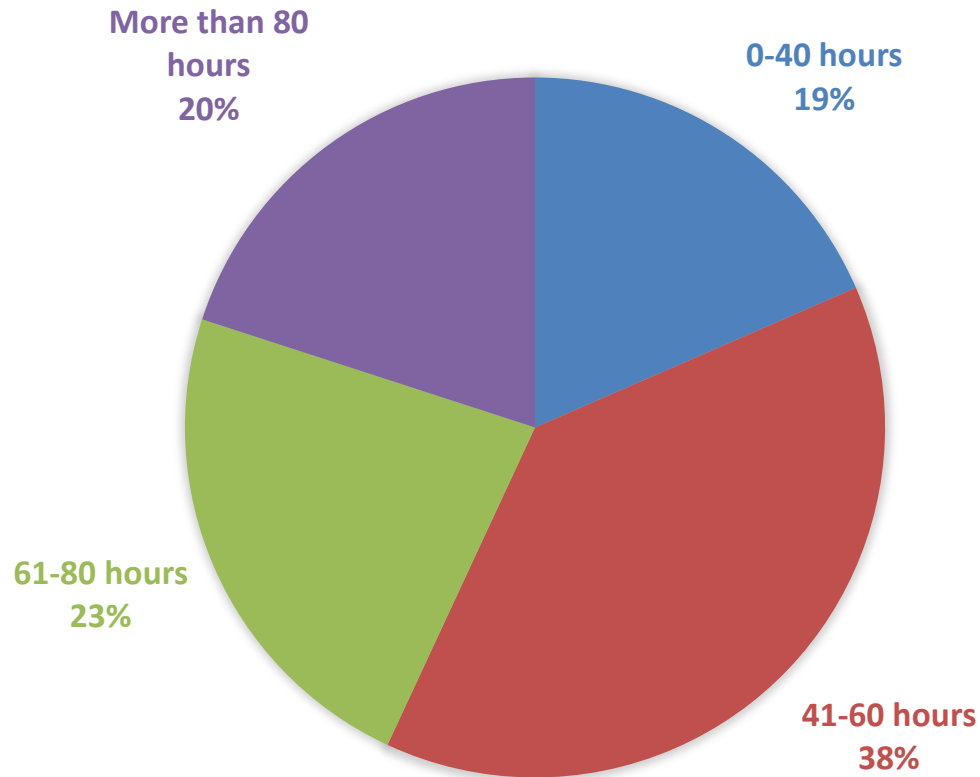
- 
- A hand with red nail polish holds a white smartphone. The screen displays a list of three bullet points in white text on a black background. The background of the entire image is a grid of many small, diverse human faces, suggesting a global audience.
- Global Mindset themes on exam
  - 500+ Test Centers Worldwide - including China, Middle East, India
  - Translation into Chinese in 2018

# APTD Prep Options

- APTD Learning System
- An asynchronous, self-paced, adaptive course is available
  - A study guide will be included for groups
  - ATD Chapters can sponsor a study group
  - Join study groups locally or online using social media
- An in-person course is being developed for delivery in Alexandria as early as March.



# APTD Average Preparation Time



*Based on candidate estimate of hours spent studying for APTD, surveyed October 2017*





# Pilot Candidate Study Feedback

**Time Management:** Make a plan to study and stick to it

**Network to Make it Work:** Join or form a study group with other APTD candidates

**Know Yourself:** Understand how you learn best and select your study method based on your learning preferences and situation

**Practice, Practice:** Use the practice questions, flashcards, quizzes in prep materials to hone your knowledge





# APTD Exam Windows in 2018

Registration Opens	Registration Deadline	Exam Window
<b>October 2017</b>	January 8, 2018	February 7-27, 2018
<b>January 1, 2018</b>	March 12, 2018	April 11-30, 2018
<b>January 1, 2018</b>	May 13, 2018	June 12-30, 2018
<b>January 1, 2018</b>	July 22, 2018	August 21–September 13, 2018
<b>January 1, 2018</b>	October 9, 2018	November 8-30, 2018

# Benefits of Earning the APTD

- Differentiate Yourself
- Validate Your Knowledge and Skills
- From ATD Masters Certificate to Certified Professional
- Use as a Stepping Stone to the CPLP
- Expand Your Professional Network
- Commit to Lifelong Learning



# Quotes from the Pilot Candidates

“During my preparation for the exam and the studying of the material, I enjoyed learning and applying the new acquired knowledge especially the last chapter on global mindset.”

“I have been in the training field for 20+ years and you have renewed my excitement and added more dimension to the job I do every day.”

“As a self-taught Instructional Designer, I can tell that I've already benefitted from studying for the exam and having a firm goal for learning a new body of material.”

“The most valuable experience is knowing that my training and experience to date is in line with what is expected for someone to be able to validate their knowledge and expertise through the APTD certification.”

## **APTD Program Fees**

**\$700.00 member/\$950 nonmember**

*Includes APTD Exam, one seat at a test center, and score report*

## **APTD Learning System**

**\$200.00 member/\$300.00 nonmember**

*Includes 12-month subscription for digital textbook Interactive quizzes, reference lists, tips, stories, cases, and cross-chapter links are included to support learning*

## **APTD Self-Paced Course**

**\$695 member/\$895 nonmember**

*Includes 12-month subscription for adaptive course and APTD Learning System*



# APTD Profiles

**Name:** Beth

**Job Title:** Training Specialist

**Role:** Assist senior staff with developing and delivering training

**Years of Experience:** 2.5

**Career Aspirations:** Leadership

position within Training and Development; needs certification

to showcase growing knowledge and skills



**Name:** Mike

**Job Title:** Sr. Emergency Medical Technician

**Role:** EMT for rescue squad with 50% of time training new squad members and delivering in-service training for entire squad

**Years of Experience:** 5.5

**Career Aspirations:** Crew chief/Captain with increased responsibility ensuring squad has up-to-date skills



# Learning Guide



**Leanne Canete**  
**Education Specialist**

Based in Hawaii with east  
coast business hours

Office: 703-683-8102  
Email: [Lcanete@td.org](mailto:Lcanete@td.org)



**Please tell her you heard about her on the APTD webcast!**

# For More Information

- Check out [td.org/new-apttd](http://td.org/new-apttd)
  - Candidate Handbook
  - Sample Test
  - Links to Prep options
- Ask questions via [apttdcertification@td.org](mailto:apttdcertification@td.org)

The logo for apttd features the lowercase letters 'a', 'p', and 't' in a light orange color, followed by 't' and 'd' in a dark red color. The letters are bold and sans-serif.

ASSOCIATE  
PROFESSIONAL  
IN TALENT  
DEVELOPMENT  
ATD CERTIFICATION  
INSTITUTE